POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
SOUTH DAKOTA	696,004	754,844	763,030	776,451
MEDIAN AGE (YRS)		35.5	36.0	36.5
HISPANICS (ANY RACE)		10,903	12,134	14,146
STATE'S PERCENTAGE		1.44%	1.59%	1.82%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		669,404	672,557	679,714
STATE'S PERCENTAGE		88.68	88.14	87.54
MEDIAN AGE (YRS)		37.3	38.0	38.9
BLACK/AFRICAN-AMERICAN		4,685	5,250	5,935
STATE'S PERCENTAGE		0.62	0.69	0.76
MEDIAN AGE (YRS)		24.9	24.9	25.0
AMERICAN INDIAN/NATIVE		62,283	65,388	68,441
STATE'S PERCENTAGE		8.25	8.57	8.81
MEDIAN AGE (YRS)		20.8	21.5	22.7
ASIAN		4,378	4,766	5,421
STATE'S PERCENTAGE		0.58	0.62	0.70
MEDIAN AGE (YRS)		28.4	28.8	29.5
HAWAII/PACIFIC ISLANDER		261	274	332
STATE'S PERCENTAGE		0.03	0.04	0.04
MEDIAN AGE (YRS)		26.3	26.2	27.4
OTHER		3,677	4,189	5,002
STATE'S PERCENTAGE		0.49	0.55	0.64
MEDIAN AGE (YRS)		24.9	25.5	25.7
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			80,682 286,174 396,174	85,087 293,401 397,963

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$39,970		
PER CAPITA	\$19,948		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$10,737,690,000	\$13,507,000,000	25.79%
FOOD AT HOME TOTAL	\$1,332,516,400	\$1,509,382,700	13.27%
FOOD AWAY FROM HOME TOTAL	\$1,089,614,100	\$1,364,603,800	25.24%
FOOD AS % OF TOTAL EXPENDITURES	22.56%	21.28%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$243,519,000	\$277,564,000	13.98%
FISH & SEAFOOD PRODUCTS	\$23,100,300	\$26,372,700	14.17%
FRUITS & VEGETABLES	\$136,467,100	\$152,544,400	11.78%
DAIRY PRODUCTS	\$147,175,400	\$166,192,300	12.92%
BAKERY PRODUCTS	\$146,000,000	\$160,366,700	9.84%
CEREALS & PRODUCTS	\$73,913,600	\$84,956,000	14.94%
PREPARED FOODS	\$225,483,700	\$259,163,600	14.94%
JUICES	\$31,126,700	\$34,991,800	12.42%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$75,913,300 \$33,662,200 \$42,251,100	\$104,765,200 \$44,848,300 \$59,916,900	38.01% 33.23% 41.81%
LUNCH FAST FOOD FULL SERVICE	\$271,580,700 \$167,790,500 \$103,790,100	\$338,186,900 \$203,259,700 \$134,927,200	24.53% 21.14% 30.00%
DINNER FAST FOOD FULL SERVICE	\$393,447,500 \$166,298,000 \$227,149,500	\$502,528,200 \$201,959,700 \$300,568,500	27.72% 21.44% 32.32%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$822	\$906	10.22%
POULTRY	\$203	\$226	11.33%
EGGS	\$35	\$37	5.71%
FISH & SEAFOOD			
FRESH	\$39	\$42	7.69%
FROZEN	\$27	\$32	18.52%
CANNED	\$12	\$12	0.00%
FRUITS / VEGETABLES			
FRESH	\$303	\$330	8.91%
CANNED	\$84	\$93	10.71%
FROZEN	\$56	\$57	1.79%
OTHER	\$19	\$17	-10.53%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$172	\$185	7.56%
CHEESE	\$134	\$141	5.22%
ICE CREAM	\$77	\$84	9.09%
BUTTER / MARGARINE	\$42	\$50	19.05%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$381	\$405	6.30%
COOKIES	\$71	\$75	5.63%
CRACKERS	\$41	\$43	4.88%
CEREALS & PRODUCTS			
CEREALS	\$150	\$160	6.67%
PASTA PRODUCTS	\$39	\$46	17.95%
FLOUR & MIXES	\$43	\$51	18.60%
RICE	\$18	\$21	16.67%
PREPARED FOODS			
SNACKS/CHIPS	\$139	\$162	16.55%
JUICES	\$105	\$114	8.57%
FROZEN/PREP. OTHER	\$112	\$130	16.07%
SOUPS	\$65	\$75	15.38%
SAUCES & GRAVIES	\$59	\$59	0.00%
BABY FOOD	\$44	\$48	9.09%
FROZEN MEALS	\$40	\$46	15.00%
NUTS	\$31	\$34	9.68%
SALADS	\$23	\$28	21.74%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch